Colorblindness, which emerged in the latter half of the twentieth century, has become the dominant racial ideology in the United States. Supporters view colorblind ideology and related practices as an important antidote to race-conscious data gathering, affirmative action, and racial identity politics, which they perceive as fueling racism. However, opponents argue that the race-evasiveness of colorblindness is detrimental and has led to the further entrenchment of racism. As this debate continues to rage in the United States, little attention is being paid to its neighbor to the south – Mexico – which has adopted and institutionalized practices of colorblindness for nearly a century. The lack of attention to the Mexican case is unfortunate since the United States could learn a great deal from Mexico's long-standing social experiment with colorblindness. In this talk, Dr. Sue will discuss findings from her recent book, *Land of the Cosmic Race: Race Mixture, Racism, and Blackness in Mexico*, to inform the current debate over colorblindness.

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This event is organized by the LLSS GSA with support from the Student Organization for Latin American Studies and Latin American & Iberian Institute. All are welcome and encouraged to attend. Dinner will be provided. Please RSVP to kdillon@unm.edu.